

## Law Firm Marketing: Why Facebook Makes Sense for Lawyers

By: Stephen Fairley

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If you frequent this blog, then you know that I am a huge Facebook fan. The latest statistic I've quoted to encourage attorneys to get on board is that **this social media juggernaut has 500 million users**. And for most of us, that's a number we have a problem wrapping our heads around.

So let me break it down for you. Here are the **top 5 Facebook user states** and the penetration level – in other words, the percentage of the entire state's population that is on Facebook:

1. **California:** 16.6 million users; 45% penetration
2. **Texas:** 10.7 million users; 43% penetration
3. **New York:** 8.5 million users; 44% penetration
4. **Florida:** 7.8 million users; 42% penetration
5. **Illinois:** 7.1 million users; 55% penetration

You can get the user numbers and penetration rates for the rest of the states [here](#).

According to the ABA, the five states with the greatest population of attorneys are: well, just see above. That's right. California. Texas. New York. Florida. Illinois.

As an angling enthusiast, I know one thing: **you gotta fish where the fish are**. For a helluva lot of attorneys, your fish are on Facebook. All you need to do is bait the hook.

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### **Social Media Marketing for Attorneys: Live Webinar**

Attorneys have lots of questions about social media and in this 2-part webinar series I will give you all the answers. **Get what you need to know while avoiding common pitfalls and time wasters**. By the end of this series you will know if social media is right for your law firm and if so, precisely how to use it to market your law firm, build your online platform, connect with prospects, clients and potential referral sources.

**Part 1: Wednesday, September 15th at 3:00 pm ET**

**Part 2: Tuesday, September 21st at 3:00 pm ET**

Each session runs one hour. I really encourage you to register for both sessions, but if you can attend only one, rest assured that **each one-hour session is a great standalone presentation on social media strategies for law firms**.

Here's the online registration information:

Register [online here for Both Sessions](#) on Wed., Sept. 15 and Tues., Sept. 21, 2010.

Register [online here for Part One](#) on Wednesday, Sept. 15, 2010.

Register [online here for Part Two](#) on Tuesday, Sept. 21, 2010.

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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